

# ORDER



Orders	Order / Rev:	52015		WHP-TV CBS21
	Alt Order #:	9803721 /Brad		
	Product Desc:	Tom Smith for Senate		
	Estimate:	225		
	Flight Dates:	08/28/12 - 09/03/12		
	Original Date / Rev:	08/24/12 / 08/27/12		
	Order Type:	GENERAL		
		Primary AE:	Millennium Washington DC	
		Sales Office:	MNAT	
		Sales Region:	National	
Agency	Name:	SRCP Media		
	Buying Contact:			
	Billing Contact:			
		Billing Type:	Cash	
		Billing Calendar:	Broadcast	
		Billing Cycle:	EOM/EOC	
		Agency Commission:	15%	
Advertiser	Name:	Smith/R/Senate		
	Demographic:	A35+		
	Product Codes:	US Senate		
	Priority:	P-2		
	Revenue Codes:	AGY, POL-CAND, GEN		
		New Business Thru:		
		Order Separation:	00:15:00	
		Advertiser External ID:		
		Agency External ID:		

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount	Totals				
					Month	# Spots	Gross Amount	Net Amount	Rating
08/27/12	09/03/12	35	\$11,625.00	\$9,881.25	September 2012	35	\$11,625.00	\$9,881.25	0.00
					Totals	35	\$11,625.00	\$9,881.25	0.00

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Millennium Washington DC			Start Of Order - End Of Order	100%

**Order Share**

	Share	Total
WHP-TV CBS21	18%	\$11,625.00
Market	100%	\$64,583.33

**Competitive Share**

	Share	Total
EHP	0%	\$0.00
UNKWN	0%	\$0.00
WGAL	57%	\$36,812.50
WHTM	25%	\$16,145.83
WLYH	0%	\$0.00
WPMT	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WHP	08/28/12	08/31/12	M-F 5p-530p News CBS 21 News at 5p	CM	5p-530p	- TWTF--	:30	1	\$175.00	P-2	0.00	NM	1	\$175.00
Spot	Ch	Date Range	Description			Start/End Time				Weekdays	Length	Rate	Rtg	Type	
2	WHP	08/28/12-08/31/12	M-F 5p-530p News			5p-530p	- TWThF---	:30		(\$175.00)	0.00	NM			
<b>(M) Credited [Credited Spot]</b>															
N 2	WHP	08/28/12	08/31/12	M-F 530p-6p News CBS 21 News at 530p	CM	530p-6p	- TWTF--	:30	5	\$175.00	P-2	0.00	NM	5	\$875.00
N 3	WHP	08/28/12	08/31/12	M-F 6p-630p News CBS 21 News at 6p	CM	6p-630p	- TWTF--	:30	5	\$200.00	P-2	0.00	NM	5	\$1,000.00
N 4	WHP	08/28/12	09/03/12	M-F 7p-730p M-F 7p-730p	CM	7p-730p	MTWTF--	:30	5	\$550.00	P-2	0.00	NM	6	\$3,425.00

Order / Rev: 52015  
 Alt Order #: 9803721 /Brad  
 Flight Dates: 08/28/12 - 09/03/12

Advertiser: Smith/R/Senate  
 Product Desc: Tom Smith for Senate  
 Estimate: 225

WHP-TV CBS21

Ln	Ch	Start	End	Inventory	Code	Break	Start/End	Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 4	WHP	08/28/12	09/03/12	M-F	7p-730p	CM	7p-730p		MTWTF--	:30	5	\$550.00	P-2	0.00	NM	6	\$3,425.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>																	
Week: 08/28/12 - 09/03/12 MTW-F-- 5 \$550.00 0.00																	
Spot	Ch	Date Range	Description				Start/End Time		Weekdays	Length		Rate	Rtg	Type			
3	WHP	08/28/12-09/03/12	M-F 7p-730p				7p-730p		MTWThF----	:30		(\$550.00)	0.00	NM			
See MG 4.6,4.7 [Program Change]																	
6	WHP	08/30/12-08/30/12	NFL PRS Game Steelers		Various				---Th-----	:30	\$1,000.00	0.00	NM				
(M)	MG for 6.4,4.3 [MG within Flight]																
7	WHP	08/28/12-09/03/12	CBS Sun Morning		9a-1030a				-----Su	:30	\$225.00	0.00	NM				
(M)	MG for 6.4,4.3 [MG within Flight]																
N 5	WHP	08/28/12	09/03/12	Sun Reg 1		CM	7p-8p		-----S	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>																	
Week: 08/28/12 - 09/03/12 MTW-F-- 5 \$1,000.00 0.00																	
N 6	WHP	08/28/12	09/03/12	M-F	730p-8p	CM	730p-8p		MTWTF--	:30	5	\$675.00	P-2	0.00	NM	4	\$2,700.00
Spot	Ch	Date Range	Description				Start/End Time		Weekdays	Length		Rate	Rtg	Type			
4	WHP	08/28/12-09/03/12	M-F 730p-8p				730p-8p		MTWThF----	:30		(\$675.00)	0.00	NM			
See MG 4.6,4.7 [Program Change]																	
N 7	WHP	08/28/12	09/03/12	Fri Reg 2		CM	9p-10p		---F--	:30	1	\$700.00	P-2	0.00	NM	1	\$700.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>																	
Week: 08/28/12 - 09/03/12 MTW-F-- 5 \$700.00 0.00																	
N 8	WHP	08/28/12	09/03/12	M-F	11p-1135p News	CM	11p-1135p		MTWTF--	:30	5	\$200.00	P-2	0.00	NM	5	\$1,000.00
CBS 21 News at 11p																	
N 9	WHP	08/28/12	09/03/12	Sa-Su	11p-1130p News CM	CM	11p-1130p		-----SS	:30	2	\$125.00	P-2	0.00	NM	2	\$250.00
CBS 21 News Weekend																	
N10	WHP	08/28/12	09/03/12	Letterman		CM	1135p-1235a		MTWTF--	:30	5	\$100.00	P-2	0.00	NM	5	\$500.00
<b>Totals</b>																	
															35	\$11,625.00	